

Project: Cable FEMA Campaign	Producer/Client: KEITH/TWC
Length: ::20/:10	Version: FINAL
Program Air Date: NA	Project Due Date: 6/11

Video

Audio

Jim Cantore stands in front of destroyed home.

Grx: "Develop a Plan"

Grx: "Stay Informed" Cross plat montage

Grx: "Get a Kit" over b-roll of kit

Jim in front of the house

Camera pans to reveal family.

url with house as background

Severe weather can destroy a home in seconds.

Have a kit so you're ready for any emergency.

Develop a PLAN for what you and your family will do BEFORE disaster strikes.

And Stay Informed during severe weather...anyway you can.

It can be the difference between losing your possessions, and losing your life.

Visit weather.com/ready for more information.